IN THE CLAIMS:

1-6. canceled.

7. (new) A ferrite magnetic powder for a bond magnet, which is a ferrite magnetic powder comprising strontium as a constituent element and that is a mixed powder obtained by mixing a fine powder of the ferrite of an average particle diameter of greater than 0.50 to 1.0 μm and a coarse powder of the ferrite of an average particle diameter of greater than 2.50 to 5.0 μm at a ratio to incorporate the fine powder at a content ratio of 15-40 wt.%.

8. (new) A molded product made from the powder according to claim 7, wherein the coercive force of the molded product is 3600 Oe or greater.

9. (new) A molded product made from the powder of claim 7, wherein the residual flux density is 2980 G or greater.

10. (new) The ferrite magnetic powder of claim 7, wherein the magnetic powder mixture of the fine ferrite powder and the coarse ferrite powder exhibits a decrease in coercive force of not greater than 600 Oe when a specimen thereof is subjected to a molding test comprising:

a) placing in a mixer and mixing 90 parts by weight of the magnetic powder specimen, 0.4 parts by weight of silane coupling agent, 0.12 parts by weight of lubricant, and 9.48 parts by weight of nylon 6 powder,

b) kneading the obtained mixture at 230 °C and forming the kneaded mixture into pellets of an average diameter of about 2 mm,

c) injection molding the obtained pellets at a temperature of 290 °C and molding pressure of 85 kgf/cm^2 under a magnetic field orientation of 10 kOe to obtain a cylindrical molded product of 15 mm diameter and 8 mm in height, a direction of magnetic field orientation of the cylindrical molded product lying along a center axis of the cylinder, and

d) finding a difference between the coercive force of the molded product measured with a BH tracer and the coercive force of the magnetic powder specimen.

11. (new) A bond magnet obtained by kneading a ferritic magnetic powder with a binder and molding the kneaded material to a desired shape, wherein the magnetic powder is composed of a mixture of a fine ferrite magnetic powder and a coarse ferrite powder, each ferrite powder comprising strontium as a constituent element, the bond magnet characterized in that by adoption of such mixing condition that a fine ferrite powder of an average particle diameter of greater than 0.50 to 1.0 μm and a coarse powder of the ferrite of an average particle diameter of greater than 2.50 to 5.0 μm are mixed with each other at a ratio to incorporate the fine powder at a content ratio of 15-40 wt.%, a shearing load received during above the kneading step and ensuing molding

imparting a strain to the powder is lowered, thereby mitigating a decline in coercive force of the magnet.

12. (new) The bond magnet according to claim 12, wherein the magnetic powder mixture of the fine ferrite powder and the coarse ferrite powder exhibits a decrease in coercive force of not greater than 600 Oe when a specimen thereof is subjected to a molding test comprising:

a) placing in a mixer and mixing 90 parts by weight of the magnetic powder specimen, 0.4 parts by weight of silane coupling agent, 0.12 parts by weight of lubricant, and 9.48 parts by weight of nylon 6 powder,

b) kneading the obtained mixture at 230 °C and forming the kneaded mixture into pellets of an average diameter of about 2 mm,

c) injection molding the obtained pellets at a temperature of 290 °C and molding pressure of 85 kgf/cm^2 under a magnetic field orientation of 10 kOe to obtain a cylindrical molded product of 15 mm diameter and 8 mm in height, a direction of magnetic field orientation of the cylindrical molded product lying along a center axis of the cylinder, and

d) finding a difference between the coercive force of the molded product measured with a BH tracer and the coercive force of the magnetic powder specimen.

13. A method of suppressing a decline in coercive force at molding of a bond magnet using a ferrite powder comprising strontium as a constituent element and

characterized in that a ferrite powder mixture used for kneading of the ferrite powder and ensuing molding is made to have a mixing condition that a fine ferrite powder of an average particle diameter of greater than 0.50 to 1.0 μm and a coarse powder of the ferrite of an average particle diameter of greater than 2.50 to 5.0 μm are mixed with each other at a ratio to incorporate the fine powder at a content ratio of 15-40 wt.%,

wherein a decline in coercive force at molding of the bond magnet is not greater than 600 Oe when a specimen thereof is subjected to a molding test comprising:

a) placing in a mixer and mixing 90 parts by weight of the magnetic powder specimen, 0.4 parts by weight of silane coupling agent, 0.12 parts by weight of lubricant, and 9.48 parts by weight of nylon 6 powder,

b) kneading the obtained mixture at 230 °C and forming the kneaded mixture into pellets of an average diameter of about 2 mm,

c) injection molding the obtained pellets at a temperature of 290 °C and molding pressure of 85 kgf/cm^2 under a magnetic field orientation of 10 kOe to obtain a cylindrical molded product of 15 mm diameter and 8 mm in height, a direction of magnetic field orientation of the cylindrical molded product lying along a center axis of the cylinder, and

d) finding a difference between the coercive force of the molded product measured with a BH tracer and the coercive force of the magnetic powder specimen.